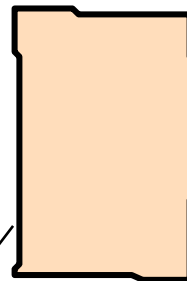
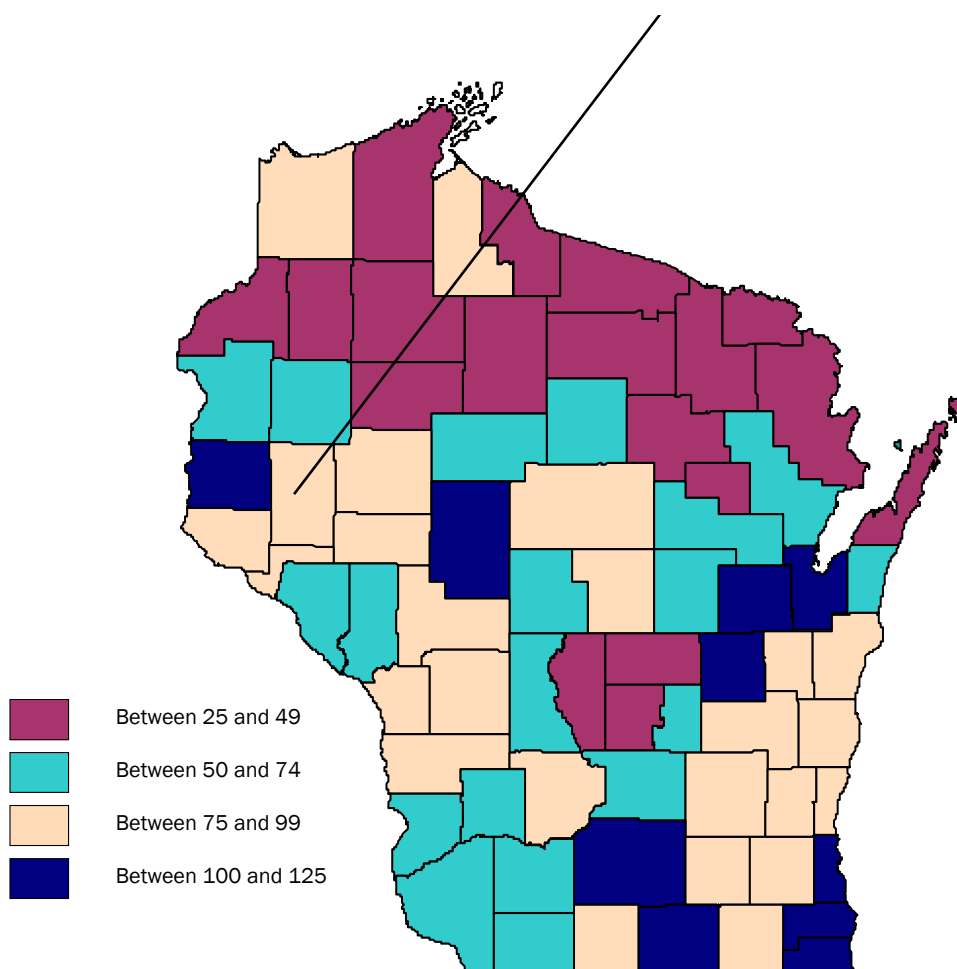


Dunn County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Dunn County continued to increase at a faster pace than in the nation and Wisconsin and ranked 17th fastest growing among the state's 72 counties. From Census 2000 to January 2004 the population in Dunn County increased 4.7 percent by adding 1,879 residents.

All but two of the 29 municipalities, the Village of Ridgeland and the Town of Weston, added residents during the four-year

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Dunn County	39,858	41,737	1,879	4.7%
Largest Municipalities				
Menomonie, City	14,937	15,247	310	2.1%
Menomonie, Town	3,174	3,354	180	5.7%
Tainter, Town	2,116	2,308	192	9.1%
Red Cedar, Town	1,673	1,851	178	10.6%
Dunn, Town	1,492	1,551	59	4.0%
Spring Brook, Town	1,320	1,484	164	12.4%
Elk Mound, Town	1,121	1,272	151	13.5%
Colfax, Village	1,136	1,154	18	1.6%
Boyceville, Village	1,043	1,075	32	3.1%
Colfax, Town	909	992	83	9.1%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

period. Six of the ten largest municipalities out-paced the percent increase of the county. These municipalities, as well as the county, are growing so fast because they attract new residents who migrate to the area in addition to an increase in population from natural causes (births minus deaths).

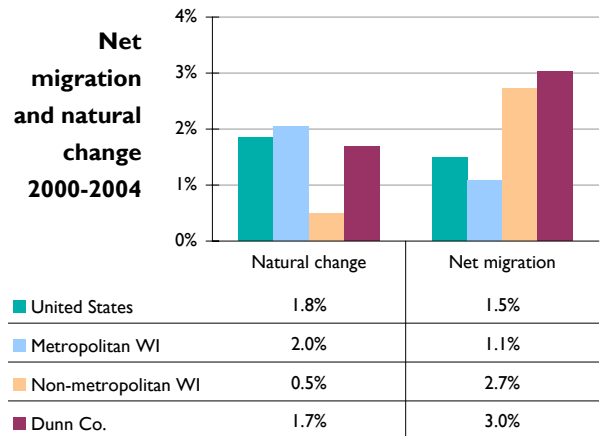
The percent increase in county population attributed to net migration, more people moving to the county than leaving the county, was double that of the United States and greatly exceeded the state increase of 1.6 percent. The migration rate in Dunn County is close to that of other non-metropolitan counties where a significant share of in-migration is from residents leaving metropolitan areas or crossing state borders.

New residents who migrate are often older and many times come with families. This certainly appears to be the case since the fertility rate (see glossary) is only 47.6 in the county compared to 58.7 in Wisconsin. Still, the number of very young residents is increasing and

there are fewer deaths in the county than births. Even though the chart below shows an increase in residents aged 20-24 years old that is primarily from students attending classes in post-secondary institutions and offers little to long-term growth in county population.

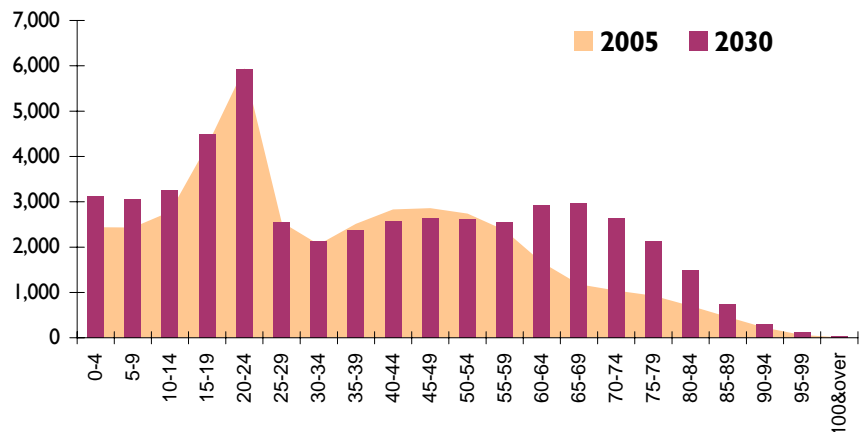
The spike resulting from college students, who generally leave the area after graduation, does not move right with the years while the (minor) bump created by baby-boomers, those currently in the 40 to 59 year old groups, does move to the right. In the next 20 years this group will dominate changes in the labor market.

Roughly 15 percent of the population is currently over 60 years old but by 2030 that share expands to 26 percent. In contrast, the change in the population under 25 years old will be less dramatic. Currently, 43 percent of the current population is under 25 years old and that shrinks to 39 percent by 2030. The group of residents between 25



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Dunn County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

and 59 years old, those in their primary working years, will shrink from 43 percent of the population to 34 percent by 2030.

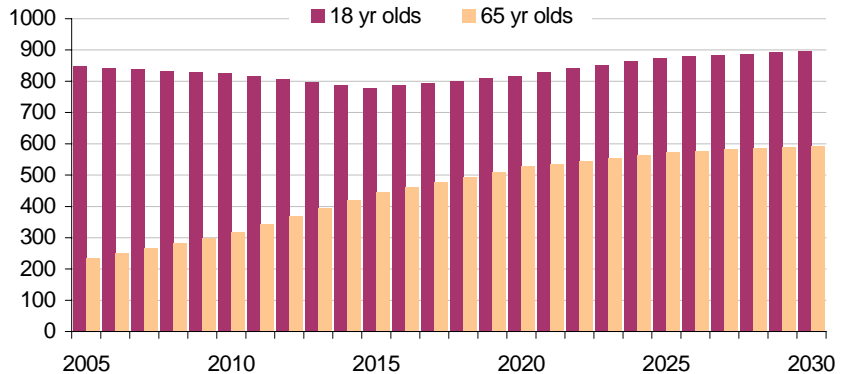
The impact of an aging population is perhaps more obvious in terms of services that they will require. But aging also impacts the availability of labor, especially when lower fertility rates mean fewer young people. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents points to a time when the first group nears the number in the second group. Although there is no convergence in Dunn County the gap narrows considerably in the years that follow 2018.

As residents age, their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age in Dunn County generally exceed 85 percent. But, after 55 years the LFPR begins to drop and by 60 years it nears 50 percent.

Although county population growth will slow, it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years old, an age when labor force participation declines, total labor force growth will stall. The three columns in the chart on the right illustrate labor force composition. Most notable are the increasingly larger sections representing workers over 65 years in the top sections.

This projection uses national assumptions that included a slight increase in the participation rates of older residents but

Convergence of 18 & 65 year old population in Dunn County



Source: WI Dept. of Administration, Demographic Services

did not factor in the declining participation rates of white residents; and, the population in Dunn County is 96 percent white.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands changes in the types of goods and services provided in local communities.

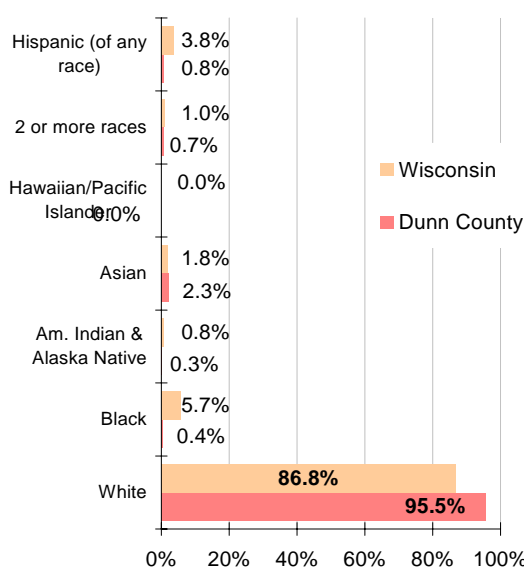
Dunn County Labor Force Projections by Age



Decade change	21.0%	12.1%	1.0%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

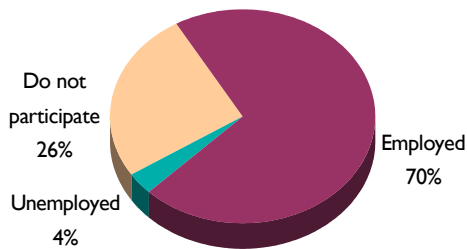
Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Dunn County the participation rate was 74 percent. That means that 26 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As the

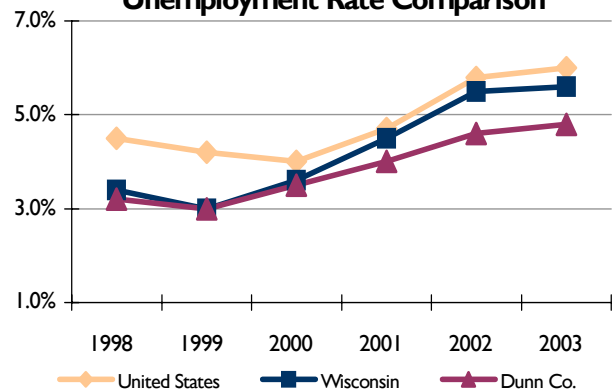
fewer new job seekers to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Dunn County in 2003 was 4.8 percent compared to a 11.9 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

Labor force participation in Dunn County



Source: DWD, Office of Economic Advisors, July 2004

Unemployment Rate Comparison



population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

Dunn County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	22,312	21,562	21,946	22,367	22,737	23,808
Employed	21,592	20,906	21,172	21,467	21,687	22,672
Unemployed	720	656	774	900	1,050	1,136
Unemployment Rate	3.2%	3.0%	3.5%	4.0%	4.6%	4.8%

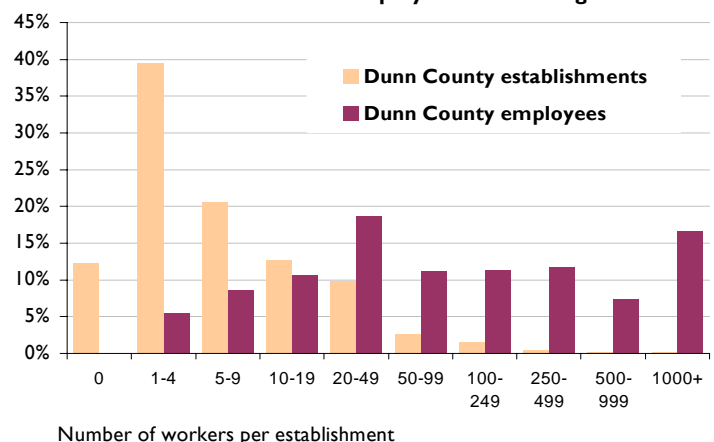
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. Dunn County is very similar to the state. Of the roughly 15,280 jobs in the county nearly 36 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Dunn County, again very similar to the less than one percent in the nation and in Wisconsin.

The greatest share of jobs in the county is with employers in the 20-49 employee range. However, the greatest share of employers, 52 percent, has fewer than five workers. The average employer in Dunn County has 16 employees, compared with 17 employees in Wisconsin and 13 in the United States.

Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Those employers that have employment that exceeds 250 employees are included in the list of top ten employers in the county. Two of those employers have employment over 999 workers and two more exceed 500 workers.

The significance of these two lists is that over half the jobs in Dunn County are with employers in just ten industries and over one-third of the jobs are with just ten employers. Three of those employers are public sector and two represent the

largest industry in the county, educational services. Employment with Wal-Mart stores and the distribution center is combined to make it the largest employer in the county but the jobs were distributed between the warehousing and storage industry and general merchandise industry. Warehousing and storage has employment data suppressed because one employer accounts for over 80 percent of the jobs.

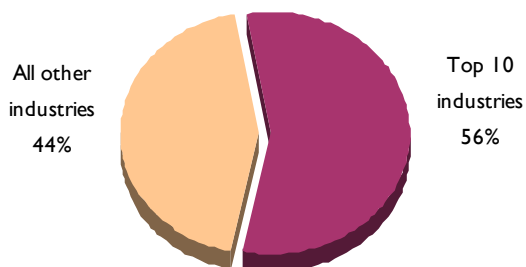
Top 10 Industries in Dunn County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	9	2,242	-55	134
Warehousing & storage	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	63	1,091	-42	-75
Nursing & residential care facilities	17	643	49	143
General merchandise stores	6	613	95	218
Paper manufacturing	suppressed	suppressed	not avail.	not avail.
Wood product manufacturing	suppressed	suppressed	not avail.	not avail.
Professional & technical services	52	421	34	-50
Food manufacturing	9	395	22	not avail.
Merchant wholesalers, nondurable goods	21	387	124	249

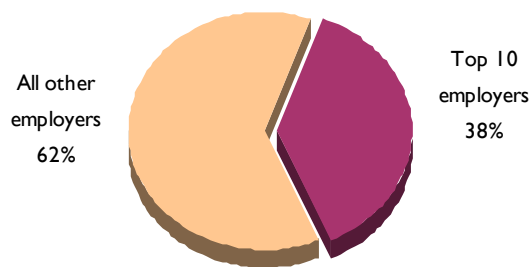
Top 10 Employers in Dunn County

Establishment	Product or Service	Size (Dec. 2003)
Wal-Mart Associates Inc.	Discount department stores	Over 999 employees
University of Wisconsin- Stout	Colleges and universities	Over 999 employees
Menomonie Public School	Elementary and secondary schools	500-999 employees
County of Dunn	Other justice and safety activities	500-999 employees
3M Company	Coated and laminated paper manufacturing	250-499 employees
Andersen Corp.	Wood window and door manufacturing	250-499 employees
Conagra Grocery Products Co.	Confectionery mfg. from purchased chocolate	250-499 employees
Myrtle Werth Hospital Inc. Mayo	General medical and surgical hospitals	250-499 employees
Cardinal Glass Industries Inc.	Flat glass manufacturing	100-249 employees
Phillips Plastics Corp.	Other plastics product manufacturing	100-249 employees

Share of jobs in top 10 industries in Dunn County



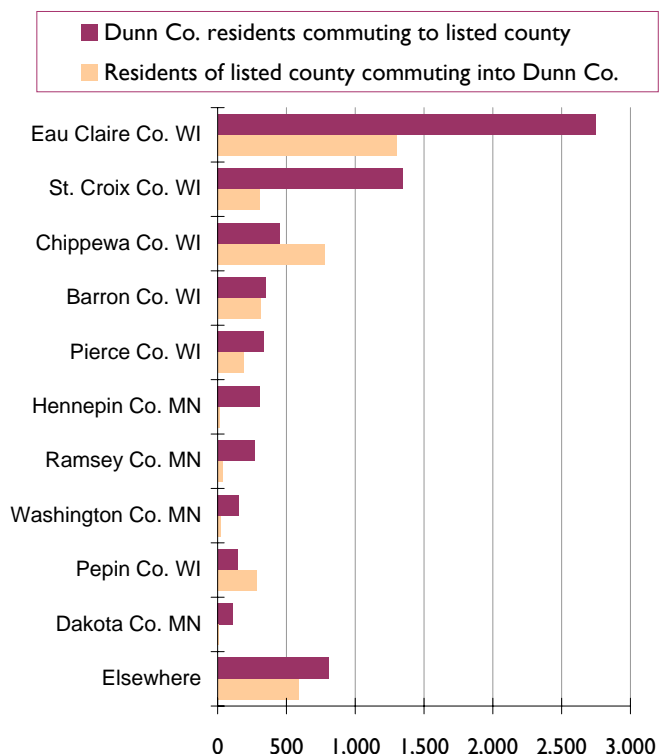
Share of Dunn County jobs with top 10 employers



Commuting

In Dunn County 7,027 residents, over one-third of the county's workforce (35%), traveled out of the county for a job. Half the workers who left the county headed for destinations in Eau Claire and St. Croix counties and most of those workers had jobs with employers in the City of Eau Claire and the villages of Baldwin and Woodville in St. Croix County. Other neighboring counties in Wisconsin also attracted Dunn county workers, but over 1,000 residents (roughly 14 percent of the workforce) cross the river to jobs in Minnesota. Even though workers leave the county for jobs they are included in the local labor force. That is one of the primary reasons that the labor force in Dunn County is greater than the number of jobs with county employers.

Even though nearly 35 percent of the workforce leaves the county for a job, employers in Dunn County attract roughly 3,850 workers who travel from neighboring communities to work in local jobs. Most of the inbound workers travel from Eau Claire, Chippewa, Barron, and St. Croix counties. From nearly all directions the destination for two of every three inbound commuters is the City of Menomonie. The city attracts nearly 2,580 non-county workers to help local employers fill job vacancies. A popular destination for workers from Barron County is the Village of Ridgeland.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

Dunn County shares some job characteristics with neighboring counties and those similarities were used to define a labor supply area. This list wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 31,400 jobs, or 37 percent of total employment, in the area.

Each occupation includes a mean (average) and median (50th percentile) hourly wage, probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight.

Eleven of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require moderate to long-term training periods and have mean wages that exceed \$11/hour. Four of the occupations require college degrees and wages are much higher.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Truck drivers, heavy & tractor-trailer	\$22.58	\$16.30	\$23.73	\$27.76
Retail salespersons	\$9.70	\$6.94	\$8.36	\$10.80
Cashiers	\$7.52	\$6.33	\$7.24	\$8.44
Team assemblers	\$11.65	\$9.73	\$11.75	\$13.38
Comb. food prep. & serving workers (fast food)	\$7.38	\$6.20	\$7.13	\$8.31
Nursing aides, orderlies, & attendants	\$10.12	\$9.05	\$10.09	\$11.15
Waiters & waitresses	\$8.05	\$6.07	\$6.89	\$8.71
Janitors & cleaners, except maids & hskpg. cleaners	\$10.56	\$8.71	\$10.54	\$12.46
Bookkeeping, accounting, & auditing clerks	\$12.23	\$9.75	\$12.02	\$14.44
Office clerks, general	\$10.28	\$8.00	\$10.28	\$12.39
Secretaries, except legal, medical, & executive	\$11.74	\$9.99	\$11.79	\$13.49
Stock clerks & order fillers	\$10.18	\$7.74	\$10.39	\$12.25
Elem. school teachers, except special ed.	-	-	-	-
Registered nurses	\$23.55	\$19.41	\$22.19	\$26.01
Sec. school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Carpenters	\$15.55	\$12.67	\$15.35	\$17.50
Laborers & freight, stock, & material movers, hand	\$10.51	\$8.15	\$10.09	\$12.47
Bartenders	\$8.58	\$7.00	\$7.77	\$8.58
General & operations managers	\$38.59	\$22.87	\$32.53	\$47.57

Dunn County is part of an area which includes Buffalo, Dunn, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

With the addition of 112 jobs, payroll employment increased 0.7 percent in Dunn County from 2002 to 2003 while Wisconsin's declined 0.2 percent. Most of the increase in the county occurred with the gain of 131 jobs with employers in trade, transportation and utilities and included the addition of window and auto distribution centers in 2003. Employment in this industry increased 3.1 percent in the county, exceeding a reduction of 0.3 percent in Wisconsin.

Employers in the trade, transportation and utilities group provide the greatest share of jobs, 28.8 percent, in Dunn County narrowly edging out the second greatest share of jobs, 28.1 percent, with employers in education and health.

Education and health in this case also includes public education, and workers receive a much higher annual average wage of \$29,891 than the \$26,776 earned by workers in trade, transportation and utilities. Even though annual wages are lower in this industry they are much closer to wages paid for similar work in the State of Wisconsin than any other industry group wages.

The lower wages in the trade group typify several factors that influence average wages including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more

Average Annual Wage by Industry Division in 2003

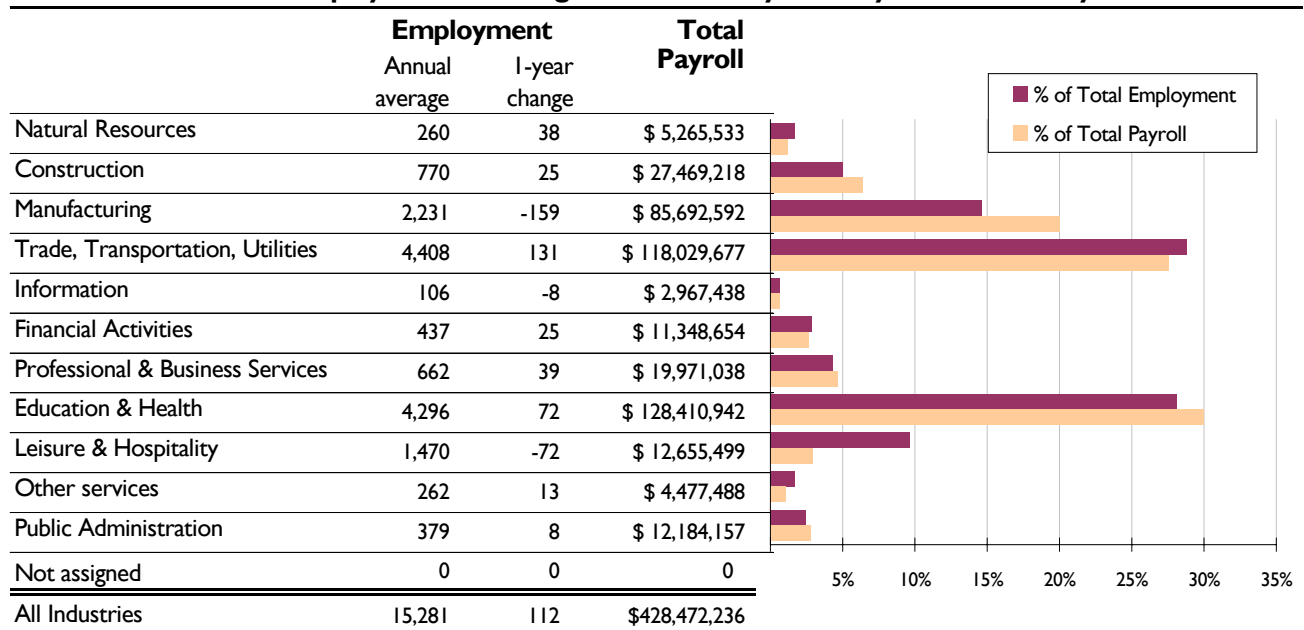
	Average Annual Wage		Percent of	1-year
	Wisconsin	Dunn County	Wisconsin	% change
All Industries	\$ 33,423	\$ 28,040	83.9%	3.6%
Natural resources	\$ 25,723	\$ 20,252	78.7%	2.7%
Construction	\$ 40,228	\$ 35,674	88.7%	3.7%
Manufacturing	\$ 42,013	\$ 38,410	91.4%	10.8%
Trade, Transportation, Utilities	\$ 28,896	\$ 26,776	92.7%	0.8%
Information	\$ 39,175	\$ 27,995	71.5%	13.2%
Financial activities	\$ 42,946	\$ 25,969	60.5%	6.2%
Professional & Business Services	\$ 38,076	\$ 30,168	79.2%	0.8%
Education & Health	\$ 35,045	\$ 29,891	85.3%	2.1%
Leisure & Hospitality	\$ 12,002	\$ 8,609	71.7%	0.6%
Other services	\$ 19,710	\$ 17,090	86.7%	0.8%
Public Administration	\$ 35,689	\$ 32,148	90.1%	2.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

seniority are paid more than new hires), average workweek (full or part-time), and seasonal or temporary employment.

The distribution of total payroll and employment for the major industry groups in Dunn County is detailed in the chart below. It shows that the lowest annual average wage of \$8,609 in leisure and hospitality is earned by workers in 9.6 percent of county jobs and that the highest annual average wage in manufacturing is earned by workers in roughly 15 percent of all jobs in the county.

2003 Employment and Wage Distribution by Industry in Dunn County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (see glossary) increased 3.4 percent in Dunn County in 2002, faster than in the United States, Wisconsin and other non-metropolitan counties in the state. Over the 5-year period, however, increases lagged in Dunn County due to a very small increase in 2001. The PCPI in the county is 76 percent of PCPI in Wisconsin and 74 percent of the United States and it ranks 59th out of 72 counties in the Wisconsin.

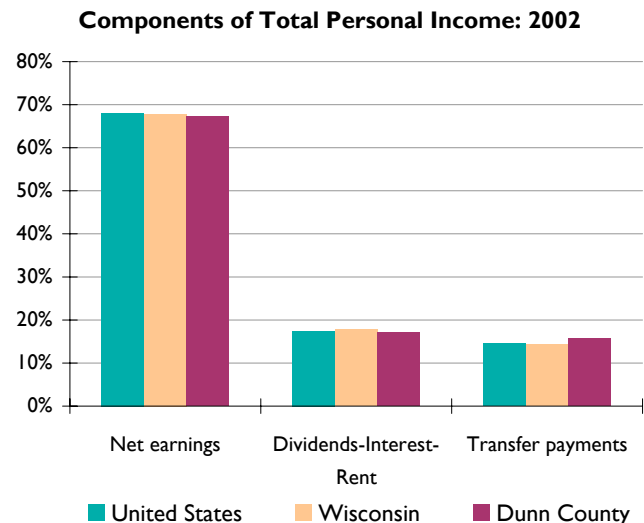
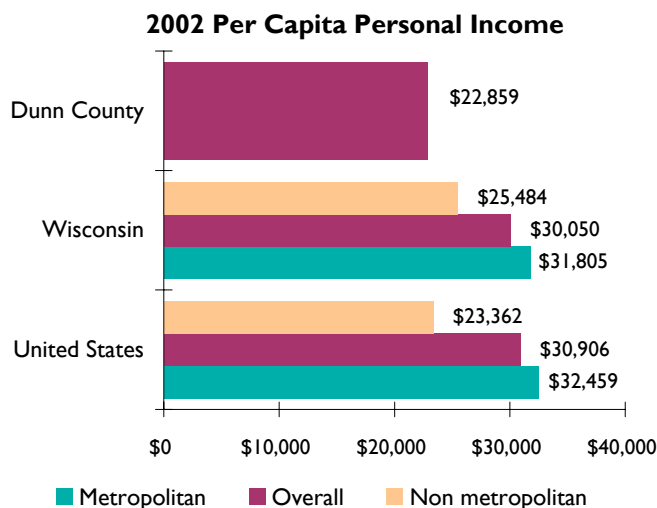
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. While annual average wages are lower than in

Wisconsin the net earnings share of total personal income of 67 percent in Dunn County is only slightly below the 68 percent of both the state and nation. In contrast transfer payments comprise a larger share of total income.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component and students, with little income, are included. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Dunn County	\$19,098	\$19,922	\$21,032	\$21,963	\$22,113	\$22,859	3.4%	19.7%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Dunn County	\$21,406	\$21,988	\$22,711	\$22,945	\$22,463	\$22,859	1.8%	6.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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email: Beverly.Gehrke@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Fertility rate - Number of live births per 1,000 women aged 15-44 years.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.